

RAISING AWARENESS SAVING LIVES

NATIONAL COLORECTAL CANCER AWARENESS MONTH MARCH '05

Did you know that colorectal cancer is the second-leading cause of cancer-related death, and claimed over 56,000 lives last year alone? Many of these deaths could have been prevented.

In fact, the Center for Disease Control (CDC) believes that over a third of the colorectal cancer deaths could potentially be prevented if everyone over 50 received regular screenings.

This is one of the facts you should know.

This March, National Colorectal Cancer Awareness Month, take the time to learn all facts about colorectal cancer, and share them with friends and family. You could help save lives.

As a member of the National Colorectal Cancer Roundtable (NCCRT), along with over 50 other public, private and voluntary

organizations working to raise awareness for colorectal cancer prevention, we are dedicated to helping to get the word out that colorectal cancer is Preventable, Treatable and Beatable.

In addition to communicating information about prevention and treatment, we have incorporated the universal symbol for colorectal cancer – the blue star – into some of our materials to further heighten awareness for colorectal cancer. The symbol represents the eternal memory of those people whose lives have already been lost to the disease and the shining hope for a future free of colon cancer. Each time you see the blue star symbol, remember and share the facts – colorectal cancer is **Preventable, Treatable and Beatable**.

PREVENTABLE – Go for regular screenings, eat a healthy diet, make sure to exercise, use alcohol in moderation and if you smoke, quit today!

TREATABLE & BEATABLE – Unlike many other cancers, colorectal cancer can be treated when caught early because the growth of abnormal cells is slow. Regular, preventive screenings requiring the use of simple, routine procedures can help your physician to identify and remove abnormal cells before they become cancerous.

Talk to your doctor and encourage your friends and family to do the same. Find out when is a good time for you go start your regular screenings and keep your health on track.

For more information visit us at (insert your Web site address here) or visit the National Colorectal Cancer Roundtable Web site at www.nccrt.org



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